Subject: oBAMA

From: Lisa Carter < lcarter@sbgnet.com> Date: Fri, 31 Aug 2012 14:36:09 -0400

To: Jonathan Vitti <jonathan.vitti@msmtvsales.com> **CC:** Matthew Bowman <mkbowman@sbgnet.com>

Sending this way with clear rates, etc....

this offer will stay the same as sent over to you guys on v.4 8/23

```
whdl # 9797047 (wxlv) € < + 1365510
 this pertains to v.2 sent on 8/28
 line 2 - programming is "the doctors"
 line # 5 - 3x are n/a - will need $40/ea to clear
 line # 7- line is n/a - will need $40/ea to clear
 line # 8 - line is n/a - will need $100/ea to clear
 line # 9 - programming is "anderson cooper"
 line # 10 - programming is "ricki lake"
 line # 11 - is n/a - will need $180/ea to clear
 line # 12 - 1x is n/a - will need $110 to clear
 line # 13 - is n/a due to college football
 line #/15/ - programming is "cma music festival:night to rock" - will need $600 to
 clear
 line # 16 - programming is "the middle/last man standing" - rate of $900 is good
 line # 17 - was able to get in - nothing needs to be done to this line
 line # 18 - programming is scandal - rate of $785 is good
 line # 19 - programming is revenge - rate of $785 is good
 line # 22 - just a tp chg to 1202-108m
```

Thanks

Rep Order# 9797047 EC'd Yes Ver# 2 Status Returned Traffic Order# 1362210

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer Laura Bassett
Phone#
Fax#

Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1536 Flight Dates 09/05/2012 - 09/17/2012 Hiatus Weeks

Last Received: 08/17/2012 1:40 PM
Showing Buylines: Last Sta Revised Lines
Rep Firm
Sales Office (

Printed:

08/28/2012 4:10 PM

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Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI

Salesperson Phone# 202-955-5342 Salesperson FAX#

- CONTRACT COMMENT -

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. 'INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT

-- REMARKS --

pls see lines 2,9,10,18 & 19 for prg chgs
pls see line # 22 for tp chg
pls see lines 5,7,8,11,12,13,15,16 & 17 for m/a's
let's offer.
sat 9/15
12-330p 2x \$425/ea college football)
8-1130p 2x \$800/ea college football)
pls advise/revise asap.
tks

	*9		*		*7		· ·	*	4.00	*		Ĭn
	W-F,M		W-F,M		W-F,M	(34	, Su	10°	M-F,M		Day
Station Remark.	09/12-09/17	Station Remark.	09/12-09/17	Station Remark.	09/12-09/17		₹ Station Remark.	09/16-09/16	Station Remark.	09/12-09/17	1 1 1 1 1 1 1	Dates
V2 correct	3P-4P	V2 this li	2 <u>P</u> -3 <u>p</u>	V2 this li	1P-2P		V2 3x are	11A-12P	V2 correct	9A-10A	1 1 1	Time
V2 correct programming is 'anderson cooper'	RICKI LAKE	W2 this line is n/a brefsold)	GMA IN THE AFTERNOON	W2 this line is n/a oversold)	THE CHEW		V2 3x are n/a oversold)	THIS WEEK	V2 correct programming is 'the doctors'	JUDGE MATHIS		Program
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Sta		St. 3	09/	09/ Sta	09/ Sta	09/	948 Sta	09/ Sta	09/ Sta	09/ Sta	!	Dat	LV-TV GF) POL)BAMA FO 536 ,aura Basset	9797047

*22	*1-9	*18 \ TH	*17	*1 6	H-1 On No	ð	*12,	*	*10	Lin	Station Advertiser Product Estimate# Buyer Phone#	Rep Order# EC'd Yes
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09/12-09/17 Station Rem	09/16-09/16 Station Rem	09/13-09/13 Station Rem	09/11-09/11 Station Rem	09/11-09/11 Station Rem	09/17-09/17 Station Rem	09/15-09/15 Station Rem	09/12-09/17 Station Rem	09/12-09/17 Station Rem	09/12-09/17 Station Rem	Dates	XLV-TV GREENSBORO ()POLITICAL OBAMA FOR AMERICA 1536 Laura Bassett	9797047
09/12-09/17 Station Remark.	09/16-09/16 Station Remark.	09/13-09/13 Station Remark.	09/11-09/11 Station Remark.	09/11-09/11 Station Remark.	09/17-09/17 Station Remark.	09/15-09/15 Station Remark.	09/12-09/17 Station Remark.	09/12-09/17 Station Remark.	09/12-09/17 Station Remark.	1	WXLV-TV GREENSBORO/W.SALEM () POLITICAL OBAMA FOR AMERICA 1536 Laura Bassett	Ver# 2
12A-1A W2 correct	8P-9P V2 correct	10P-11P V2 correct	V2 this	, to	8P-10P V2 this	6P-630P V2 this	630P-7P	6P-630P V2 this	5P-6P W2 correct	Time	SALEM	Status R
JIMMN tp is	SECRE	ROOKI	line	DANCING Line is n/a	8P-10P DANCING VO this line is n/a	line	ABC W	line	DOCTORS	Program		Returned
JIMMY KIMMEL p is 1202-108m	SECRET-WILLIONAIRE programming is 'revenge	ROOKIE BLUE programming is	PRIVATE PRACTICE	DANCING W/T STARS is n/a brg chg)	62¢ HLIN	HOLLYSCOOP	ABC WORLD NEWS	NEWS14 ABC45	DOCTORS programming is 'ricki lake'	am	Agency () (3050 K S WASHIT WASHIT Agency C/P1/P2/E Flight Dates Hiatus Weeks	Traf
4 .	AIRE 'revenge'	'scandal'	CE PR	Þ	THE STARS 15	chg)		old)	/)	 	ξ 1Ω	Traffic Order# 1362210
2		V	71	1	3				ĸ e		() GMMB 3050 K ST NW WASHINGTON, DC 20007 P1/P2/ E 95/101/1536 es 09/05/2012 - 09/17/2012 æ ks	1362210
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\$5.00	\$785.00	\$785.00	\$705.00	\$900.000	\$800.00	\$25.00	\$55,	\$45.00	\$25.00	Rate		Printed: 08/28/2012 4:10 Last Received: 08/17/2012 1:40 Showing Buylines: Last Sta Revised Lines
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44	щ	μ	н	μ	Н	щ	ហ	ហ	4:	Total Spots	N VITTI 5342	2 of
\$20.00	\$785.00	\$785.00	\$705.00	\$900.00	\$800.00	\$25.00	\$275.00	\$225.00	\$100.00	Total Cost		ບາ

Rep Order# EC'd Yes	r# 9797047 25	7047	Ver#	2 St	Ver# 2 Status Returned	Traffic Order# 1362210	Printed: 08/28/2012 4:10 Last Received: 08/17/2012 1:40 Showing Buylines: Last Sta Revised Lines	Printed: 08/28/2012 4:10 PM Last Received: 08/17/2012 1:40 PM ng Buylines: Last Sta Revised Lines	3 of
Station V	T-VTXW	Station WXLV-TV GREENSBORO/W.SALEM	NSBORO/	W.SALI	EM	Agency () GMMB 3050 K ST NW		Rep Firm Sales Office () WASHINGTON
Product Estimate#	OBAM 1536	OBAMA FOR AMERICA 1536	MERICA			WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1536	7	Salesperson () JONATHAN VITTI
Buyer Phone#	Laura Bassett	Bassett				Flight Dates 09/05/2012 - 09/17/201: Hiatus Weeks	[7/2012	Salesperson Phone# Salesperson FAX#	202-955-5342
Fax# Report Totals. 41 / \$5,085.00	tals. 41	L / \$5,08	35.00						
Fax# Report T	tals. 41	L / \$5,08	35.00			mans II voss			Construction of the second

Lines not sent/rcld/rtrn. 0 / \$0.00 Station Totals. 65 / \$5,700.00 Sales Totals. 65 / \$5,700.00 Sep 12. 65 / \$5,700.00 --SALES MONTHLY TOTALS--

—COMPETITIVE— Market Totals

\$71,250

CABL WGHP

28% %

ATMM UNKN

ω % %

WBFX MUPN

% %

MXII WCWG

31% %

VIXW AMAM

% 30%

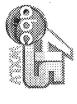
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Books

Demos

RA35+

3 ofယ



Winston Salem, NC 27101 WXLV-TV 3500 Myer Lee Dr

Washington, DC 20007 Greer Margolis Mitchell, Burns & 1010 Wisconsin Ave NW Associates-Washington

Product Agency Advertiser Schedule Dates

Contract #

Sales Office Account Types Phone/Fax Buyer Name Salesperson Brand

Bassett,Laura

Billing Type OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8% Weekly/Irregular National/Political Candidate Agency BRD

95/101/1536

Comments

09/12/12-09/17/12 OBAMA FOR AMERICA (187386) Greer Margolis Mitchell, Burns & Associates-Washii CO-OP Obama for America (30051) POLITICAL CANDIDATE (ns) (1186) 1362210 Last Modified Headline # **Entered By** Date Entered 08/24/12 08/27/12 8

Order Type Demo Commission Commission % Package Deal 15.00 A35+R Normal

Millennium/DC, Washington DC (1108)

Millennium Washington DC

Lisa Carter ECR09797047

Sales Tax Net Total \$415.50 \$2,354.50

> Greensboro (WXLV)
> By Broadcast Month S
> Sep. 2012 Ш

Grand Total:

	4	Spots 44
	\$2,770.00	<u>Rate</u> \$2,770.00
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Accepted-Agency/Advertiser:		10.0 Normal Line / Prime (18)	9.0 Normal Lir	8.0 Normal Line / News (12)	7.0 Normal Lir	6.0 Normal Line / SPOT (9)	5.0 Normal Line / SPOT (4)	4.0 Normal Line / SPOT (3)	3.1 Normal Line / SPOT (6)	3.0 Revised Line / SPOT (6)	2.0 Normal Line / SPOT (2)	1.0 Normal Line / SPOT (1)	Line Line I)
dvertiser:		ne / Prime (18)	9.0 Normal Line / News (14)	ne / News (12)	7.0 Normal Line / SPOT (10)	ne / SPOT (9)	ne / SPOT (4)	1e / SPOT (3)	ne / SPOT (6)	ne / SPOT (6)	ne / SPOT (2)	ne / SPOT (1)	Line Type / Break Type (Ref #)
		09/13/12-09/13/12	09/16/12-09/16/12	09/12/12-09/17/12	09/12/12-09/17/12	09/12/12-09/17/12	09/16/12-09/16/12	09/15/12-09/15/12	09/12/12-09/17/12	09/12/12-09/17/12	09/12/12-09/17/12	09/12/12-09/14/12	Dates
		ω	ω	ω	ω	ω	ω	ω	ω	U1	ω	ω	Sec Length
Date: A		:30 10:02P- ABC-Scandal (Thursday)	:306:28:45P- ABC-World News Sunday	:30 6:30P- ABC-World News Monday-Friday	:30 SP- Ricki Lake	:30 3P- Anderson Cooper	:30 10:58:40A- ABC-This Week	:30 8A- ABC-Good Morning American Saturday	:30 12P- 1P (EST)	:30 12P- 1P (EST)	:30 9A- The Doctors	:30 7A- ABC-Good Morning America	ength Kun ilmes
Accepted-Station:	CONFI	ndal	orld News	News ·		per	his Week	ming				ming 4	OF VE
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	CONFIRMATION CONTR	, , , , , , , , , , , , , , , , , , ,			<u>р</u> д.	р. А.		р.	p.4.	р <u>и</u>	<u> </u>	×	nc pc III II akk n
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Date:	1	\$785.00	\$60.00	\$55.00	\$25.00	\$50.00	\$25.00	\$10.00	\$20.00		\$20.00	\$25.00	Nate
Comments:		\$785.00	\$60.00	\$220.00	\$100.00	\$200.00	\$25.00	\$10.00	\$80.00		\$80.00	\$100.00	1000
		\$785.00 Greensboro (WXLV)	\$60.00 Greensboro (WXLV)	\$220.00 Greensboro (WXLV)	\$100.00 Greensboro (WXLV)	\$200.00 Greensboro (WXLV)	\$25.00 Greensboro (WXLV)	\$10.00 Greensboro (WXLV)	\$80.00 Greensboro (WXLV)	Greensboro (WXLV)	\$80.00 Greensboro (WXLV)	\$100.00 Greensboro (WXLV)	Control
		SCANDAL	ABC WORLD NEWS	ABC WORLD NEWS	RICKI LAKE	ANDERSON	THIS WEEK	GOOD MORNING AMERICA 8/24/12	MILLIONAIRE	MILLIONAIRE	THE DOCTORS	GOOD MORNING AMERICA 8/24/12	
		8/24/12	8/24/12	8/24/12	8/24/12	8/24/12	8/24/12	8/24/12	8/27/12	8/24/12	8/24/12	8/24/12	

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WXLV-TV 3500 Myer Lee Dr Winston Salem, NC 27101

Associates-Washington Greer Margolis Mitchell, Burns & Washington, DC 20007 1010 Wisconsin Ave NW

Salesperson

Millennium/DC, Washington DC (1108)

Phone/Fax **Buyer Name** Sales Office

Comments Billing Type Account Types

OBAMA FOR AMERICA JONATHAN VITTI SHARE = 8%

Weekly/Irregular

National/Political Candidate Agency BRD

Sales Tax Net Total Commission Commission % Package Deal

> \$415.50 15.00

\$2,354.50

A35+R

Normal

ECR09797047 ő

95/101/1536

Bassett,Laura

Millennium Washington DC

Agency Schedule Dates Product Advertiser Contract # OBAMA FOR AMERICA (187386) Greer Margolis Mitchell, Burns & Associates-Washii CO-OP Obama for America (30051) 09/12/12-09/17/12 POLITICAL CANDIDATE (ns) (1186) 1362210 Demo Order Type Headline # **Entered By** Last Modified Date Entered

08/24/12

08/27/12 Lisa Carter

Grand Total:	Sep. 2012	By Broadcast Month	Greensboro (WXLV)
4	4	Spots	3
\$2,770.00	\$2,770.00	Rate	

	Accepted-Agency/Advertiser:			16.0.3 Close	16.0.2 Close	16.0.1 Close	16.0 Nom	15.0 Nom	14.0 Nom	13.0 Nom	12.0 Norm	11.0 Norm	Line Li
	ıcy/Advertiser:			16.0.3 Closed Preempt (5)	16.0.2 Closed Preempt (5)	16.0.1 Closed Preempt (5)	16.0 Normal Line / SPOT (5)	15.0 Normal Line / Prime (19)	14.0 Normal Line / SPOT (1)	13.0 Normal Line / SPOT (22)	12.0 Normal Line / SPOT (21)	11.0 Normal Line / News (20)	Line Type / Break Type (Ref #)
				09/14/12	09/13/12	09/17/12	09/12/12-09/17/12	09/16/12-09/16/12	09/17/12-09/17/12	09/12/12-09/17/12	09/12/12-09/17/12	09/12/12-09/17/12	Dates
							ω	ω	w	ω	ω	ω	Sec
	Date:						:30	:30	:30	:30	-30	:30	Length
	Accepted-Station:	CONFIRMATION CONTRACT					:30 10:58:25A- ABC-The View	:30 8P- ABC-Revenge (Sunday)	:30 7A- ABC-Good Morning America	:30 12:02:05A- ABC-Jimmy Kimmel Live	:30 11:35P- ABC-Nightline	:30 11:01P- News- News 14 Carolina on ABC 45 at 11pm	Run Times
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8/28/19	Date:						\$20.00	\$785.00	\$25.00	\$5.00	\$15.00	\$40.00	Rate
	Comments:						\$20.00	\$785.00	\$25.00	\$20.00	\$60.00	\$200.00	Total
				Greensboro (WXLV)	Greensboro (WXLV)	Greensboro (WXLV)	\$20.00 Greensboro (WXLV)	\$785.00 Greensboro (WXLV)	\$25.00 Greensboro (WXLV)	\$20.00 Greensboro (WXLV)	\$60.00 Greensboro (WXLV)	\$200.00 Greensboro (WXLV)	Station
				Pre-empt/Spot -HRA	Pre-empt/Spot-HRA	Sold Out/Exception - Rate won't clear. matt	VIEW	REVENGE	GOOD MORNING AMERICA 8/24/12	JIMMY KIMMEL	NITELINE	NEWS14 ABC45	Comments
							8/24/12	8/24/12	A 8/24/12	8/24/12	8/24/12	8/24/12	Entered

Rep Order# 9797047 EC'd Yes Ver# 1

Station WXLV-TV GREENSBORO/W.SALEM Advertiser () POLITICAL

Agency (

() GMMB 3050 K ST NW WASHINGTON, DC 20007

95/101/1536 09/05/2012 - 09/17/2012

Hiatus Weeks Agency C/P1/P2/E Flight Dates

OBAMA FOR AMERICA

Traffic Order#

Status New

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Last Received: Printed:

08/17/2012 1:37 PM 08/17/2012 11:59 AM

Showing Buylines: All Rep Revised Lines

Rep Firm

) WASHINGTON) JONATHAN VITTI

Sales Office (Salesperson (

Salesperson Phone# Salesperson FAX#

202-955-5342

Fax#

V.1 8/17

Buyer

Laura Bassett

Phone# Estimate# Product

NEW POLITICAL ORDER. STARTS 9/12. TOTAL \$5700.

9/11 IS BLACKED OUT PLEASE NOTE- NEED MG OFFERS FOR SPOTS

ON LINES 16 & 17. PLS ADVISE. PLS CF- CHRISTINA FOR JON ***********

12-330 Uds/er えてん

370.78

7-1130P 2x 200/er

Advertiser

Product Buyer

Station WXLV-TV GREENSBORO/W.SALEM

() POLITICAL OBAMA FOR AMERICA

Estimate#

1536

Laura Bassett

Fax#

Phone#

Last Received: Printed: 08/17/2012 1:37 PM 08/17/2012 11:59 AM

Showing Buylines: All Lines

Flight Dates Agency C/P1/P2/E Agency **Hiatus Weeks** WASHINGTON, DC 20007 P1/P2/E 95/101/1536 () GMMB 3050 K ST NW 09/05/2012 - 09/17/2012

> Rep Firm Sales Office (Salesperson () WASHINGTON) JONATHAN VITTI

Salesperson Phone# Salesperson FAX# 202-955-5342

— CONTRACT COMMENT —

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES.

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SA	W-F,M	W-F,M	W-F,M	W-F,M	W-F,M	W-F,M	W-F,M	М-₽,М	SU	SA	W-F,M	W-F,M	 	Day
09/15-09/15	09/12-09/17	09/12-09/17	09/12-09/17	09/12-09/17	09/12-09/17	09/12-09/17	09/12-09/17	09/12-09/17	09/16-09/16	09/15-09/15	09/12-09/17	09/12-09/17)4	Dates
6P-630P	630P-7P	6P-630P	5P-6P	3P-4P	2P-3P	1P-2P	12P-1P	11A-12P	11A-12P	8A-9A	9A-10A	7A-9A	 	Time
HOLLYSCOOP	ABC WORLD NEWS 3	NEWS14 ABC45	DOCTORS A. L. K.	RICKI LAKE (A A A A CO)	GMA_IN-THE AFTERNOON & W	THE CHEW	MILLIONAIRE	VIEW 3 3X N/A	THIS WEEK	good morning america wk	JUDGE MATHIS 18 1 7 7 3	GOOD MORNING AMERICA	7	Program
			W	W	W			2						
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SALES N	REPORI	22 W	21 W	20 W	19 SU	18 TH	יים דט	16 T	15 M	14	1	Ln D	Esumates Buyer Phones	Station Advertiser Product	Rep Order# EC'd Yes
-SALES MONTHLY TOTALS	REPORT TOTALSReport Totals. 65	M-E,M	M-F,M	W-F,M	а	Щ	а	UI		SU		Day	# 155b Laura Bassett	WXLV-T er (OBAM	rder# 9797047 Yes
TOTALS—	/ \$5,700.00	09/12-09/17	09/12-09/17	09/12-09/17	09/16-09/16	09/13-09/13	09/11-09/11 Sales Remark.	09/11-09/11 Sales Remark.	09/17-09/17	09/16-09/16	1 1 1 1 1	Dates	3assett .	WXLV-TV GREENSBORO/W.SALEM () POLITICAL OBAMA FOR AMERICA	7047 Ver#
	lev.	12A-IA	1135P- 1205A	119-11359	9P-9P	411-d0t	10P-11P V1 *NEED MG-	VI *NEED MG	8P-10P	630 P-7 P		Time		W.SALEM	1 Status New
S		JIMMY KIMMEL	S anthelin	NEWS14 ABC45	SECRET MILLIONAIRE	ROOKEE BLUE	PRIVATE PRACTICE - 9/11 IS BLACKED OUT	8P-9P DANCING W/T STARS RESULTS V1 *NEED MG- 9/11 IS BLACKED OUT	DANCING WITH THE STARS 15	abc world news β		Program	Agency CIT II TALE Flight Dates Hiatus Weeks	Agency () GMMH 3050 K ST NW WASHINGTON	Traffic Order#
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Sales Totals. 65 / \$5,700.00 Station Totals. 65 / \$5,700.00

Sep 12. 65 / \$5,700.00

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	COMPETITIVE	Buyer I Phone# Fax#	Station WX Advertiser (Product (Rep,Order# EC'd Yes
	E Market Totals	Laura Bassett	Station WXLV-TV GREENSBORO/W.SALEM Advertiser () POLITICAL Product OBAMA FOR AMERICA	9797047
	otals		VISBORO/W VAL VIERICA	Ver# 1
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Demos Books

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